

## REMARKS

Claims 1-15, 30-44, and 55-67 remain in the present application. Claims 1-15, 30-44, and 55-67 were rejected. Claims 1, 30, and 55 have been amended.

Applicants gratefully acknowledge that the objection to the specification because of the embedded hyperlink has been overcome. Applicants also gratefully acknowledge that the objections to the claims because of improper spacing and because of improper Markush-type claims have also been overcome.

### *Claims Rejections Under 35 USC 112*

The Examiner rejected claims 1-15, 30-44, and 55-67 under 35 U.S.C. 112. More specifically, the Examiner objected to the following language in claims 1, 30, and 55: "... wherein the information regarding the one or more preferences allows one to compare the relative attributes of the available preferences." Although Applicants believe that the language is supported in the specification, Applicants believe that the phrase "relative attributes" is unnecessary. Accordingly, in the present broadening amendment, the phrase "relative attributes" has been removed. Claims 1, 30, and 55 now recite "a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences." This language is believed supported in Figure 1A; Figure 1B; page 16, lines 4-23; and page 15, lines 2-4.

In one example, Figure 1B shows a user interface that displays different award preference buttons 87, 88, 90, 93, and 94. According to specific embodiments, selecting the award buttons allows a user to compare different available preferences represented here as awards. More specifically, on page 16, lines 10-14 "by selecting an award button, such as 87, 88, 90, 93 and 94, a player may be able to find out additional information about the award in window 97. For instance, when the award is lodging, a player may be able to find out information about the lodging and availability of the lodging via window 97. In another example, when the award is a free meal, the player may be able to find a restaurant review in window 97."

Furthermore, on page 16, lines 15-23, "when the player has accumulated enough loyalty points, a player may redeem one or more rewards using interface 80. For example, based upon the account summary information 82 displayed in interface 80 which shows the player has accumulated '1295 loyalty points,' the player may be able to redeem one or more of awards, 87, 88, 90 and 93 with their '1295 loyalty points.' For instance, the player may select an award

corresponding to award button 93, which may be two free nights lodging at a casino, using the interface 80. When the player selects the redeem button 91, the award may be redeemed and the loyalty points may be deducted from the player's account."

In another example, a user interface allows game feature setting preferences to be selected. Different buttons such as command buttons 60, 61, 64, and 67 in Figure 1A can allow a user to see different effects of game feature settings. More specifically, on page 14, line 29 - page 15, line 4, "the user interface 50 may include a number of command buttons such as help 60, current 61, save 64 and apply 67 that allow a user of the interface 50 to execute different commands. For example, a user may be able to see the effects of game feature setting using the apply button 67. When the apply button is selected, a simulation of a game presentation using the game feature settings selected in 49 may be presented in window 68. In 68, the game simulation may allow the user to see different graphics implemented in a game presentation, hear different types of music and determine the functions of different input buttons on the gaming machine."

Consequently, the language in claims 1, 30, and 55 is believed fully supported and the rejection under 35 U.S.C. 112 is believed overcome.

#### *Claim Rejections under 35 U.S.C. § 102*

The Examiner rejected claims 1-15, 30-44, and 55-59 under 35 U.S.C. 102(e) as being anticipated by Walker et al., U.S. Patent No. 6,110,041 ("Walker"). Claims 1, 30, and 55 have been amended to include recitations that are not disclosed by the Walker reference. In particular, claim 1 has been amended to recite "a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences." Claim 30 has been amended to recite "displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences." Claim 55 has been amended to recite "wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences."

The Walker reference discloses that "[p]references selection button 370 allows a player to initiate selection of player preferences and to select player preferences displayed on video display area 346." Col. 7, lines 1-3. However, the Walker reference does not disclose "a user interface configured to . . . display information regarding one or more preferences in a group of

available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences,” as recited in claims 1 and 55. Furthermore, the Walker reference does not disclose “displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences,” as recited in claim 30.

In addition, with regard to claim 60, which recites that “the information displayed regarding the one or more preferences includes a simulated game generated using one or more preference selections,” the Examiner states that Walker discloses a simulated game at Column 6, lines 32-38. The cited portion of Walker states that “[i]n alternative embodiments, slot machine 120 does not include reel controller 330, and reels 332, 334, 336. Instead, video display area 346 graphically displays simulated representations of objects contained in the selected game, such as graphical reels or playing cards. These representations are preferably animated or displayed to simulate playing of the selected game.” However, the type of simulated representation of objects such as graphical reels or playing cards used in place of physical reels, as disclosed in Walker, is different from the simulated game generated using one or more preference selections that is recited in claim 60 of the present application. In particular, one embodiment of a simulated game is disclosed at page 14, line 32-page 15, line 4 as follows: “When the apply button is selected, a simulation of a game presentation using the game feature settings selected in 49 may be presented in window 68. In 68, the game simulation may allow the user to see different graphics implemented in a game presentation, hear different types of music and determine the functions of different input buttons on the gaming machine.”

In view of the amendments and remarks set forth above regarding claims 1, 30, 55, and 60, Applicant believes that the rejection to base claims 1, 30, and 55 have been overcome, thereby placing claims 1-15, 30-44, and 55-67 in condition for allowance in their present form for at least the reasons set forth above.

### *Conclusion*

In light of the foregoing amendments and remarks, Applicants respectfully submit that all pending claims are now in condition for allowance. Thus, Applicants respectfully request a timely Notice of Allowance from the Examiner. Should any unresolved issues remain, the Examiner is encouraged to contact the undersigned at the telephone number provided below. No fees appear to be necessary for this Amendment. However, if the Assistant Commissioner determines that any fee is due, such fee may be charged to deposit account No. 50-0388 (Order No. IGT1P026).

Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set forth below.

Respectfully submitted,  
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## APPENDIX A

### VERSION WITH MARKINGS TO SHOW CHANGES MADE

Claims 1, 30, and 55 have been amended as follows:

1. (Twice Amended) A gaming machine comprising:

    a master gaming controller that is designed or configured to control one or more games played on the gaming machine and to request preference account information from a remote server;

    a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,

    wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games; and

    a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare [the relative attributes of ]the available preferences.

30. (Twice Amended) In a gaming machine, a method of customizing a game play according to one or more player preferences, the method comprising:

    selecting a preference account;

    receiving preference account information;

reconfiguring the gaming machine using said preference account information; displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare [relative attributes of ]the available preferences; and executing a game play on the reconfigured gaming machine; wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

55. (Twice Amended) A method of creating or modifying a player preference account for a gaming machine, the method comprising:

identifying a player desiring to create or modify said player preference account from a computing device used by said player; presenting an user interface on said computing device comprising a plurality of preference account options, wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare [relative attributes of ]the available preferences; receiving user inputs specifying one or more of said player preference account options; and creating or modifying the player preference account based on the received user inputs.